



Radio reader scripts

2015 Summer of Safety campaign

Seat belt announcement:

Before you hit the road this summer, remember to buckle your seat belt. Everyone. Every trip. Every time. Make lots of memories. Make it a Michigan summer of safety.

Impaired driving announcement:

When you're packing the car to hit the road this summer, don't forget to bring what's most essential: a sober driver. Good times can come to a screeching halt if you drive drunk. So make sure to designate a sober driver, take a cab, or spend the night. To enjoy a summer packed with lots of fun, always take safety along for the ride.

Bicycle/impaired driving announcement:

More bicyclist fatalities occur during the summer months. Almost one-quarter of all bicyclists killed have a blood alcohol content of .08 and higher. Riding while impaired affects the balance, coordination, and quick reactions needed for safe biking. Remember that a bicycle is a vehicle. If you plan to drink, get a safe ride home. Follow the rules of the road and take safety along for the ride.

Pedestrian/bicycle announcement:

If you are a pedestrian or bicyclist, be sure to be visible during daytime, dawn, dusk, foul weather, and especially at night. Wear neon, fluorescent, or other bright colors and something that reflects light, such as reflective tape, or flashing lights. Just because you can see a driver doesn't mean the driver can see you. Maintaining visibility will help you have a safer summer.

Motorcycle announcement:

If you are riding a motorcycle this summer, always take safety along for the ride. In 2014, eight of 10 motorcycle riders killed in Michigan had not taken a training course to get their endorsement. It's easy to find inexpensive classes. Sign up for this training now and you'll be ready for the open road. Getting endorsed is one of the best ways to have a safer summer.

Extra enforcement announcement:

When you take to the roads this summer you may notice extra police officers on patrol across the state. They are looking out for you and your family by getting impaired drivers off the road and encouraging motorists to buckle up. Thanks to them, families across Michigan will enjoy a safer summer.